

Rate Card

The diagram illustrates the layout of an EFC Newsletter. It is divided into several sections:

- EFC Newsletter**: The top header section.
- Leaderboard 600 x 90**: A horizontal ad slot at the top of the main content area.
- Newsletter Content**: The main body of the newsletter.
- Bottom Ad 334 x 274**: Two side-by-side ad slots at the bottom of the main content area.
- Anchor Banner 600 x 90**: A horizontal ad slot at the very bottom of the newsletter.

ADVERTISING/SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunity	Image Dimensions	File Format / Max Size	Per Month / Week / Email	Annual Rate
Leaderboard	600 x 90 px	JPEG, GIF	\$1,500/month \$500/week	N/A
Bottom Ad	334 x 274 px	JPEG, GIF	\$300/week	N/A
Anchor Banner	600 x 90 px	JPEG, GIF	N/A	\$3,000/year
Targeted Email Blast	600 x 90 px	JPEG, GIF	\$500/email blast	N/A

Newsletter sent out every Friday morning, 50 weeks per year. Please send ads in English and French*. Translator available at lisa@rossion.com (must give 24 hours notice).

NEWSLETTER AD SPECS

- Leaderboard Banner**
Image size 600 pixels wide X 90 pixels deep, static ad, JPEG or GIF, max file size 100k. All ads require URL.
- Bottom Ad**
Image size 334 pixels wide X 274 pixels deep, static ad, JPEG or GIFF, max file size 100k. All ads require URL.
- Anchor Banner**
Image size 600 pixels wide X 90 pixels deep, static ad, JPEG or GIFF, max file size 100k. All ads require URL.

*Preference is for ads to be provided in English and French. If ad is not provided in French, it will only appear in English version of newsletter.



EFC Advertising Media Kit



Reach the CEO's, COO's, Presidents, and Other Canadian Electrical Industry Leaders

Electro-Federation Canada (EFC) is a national, not-for-profit industry association, representing 220+ companies that manufacture, distribute, and service electrical and automation products in Canada.

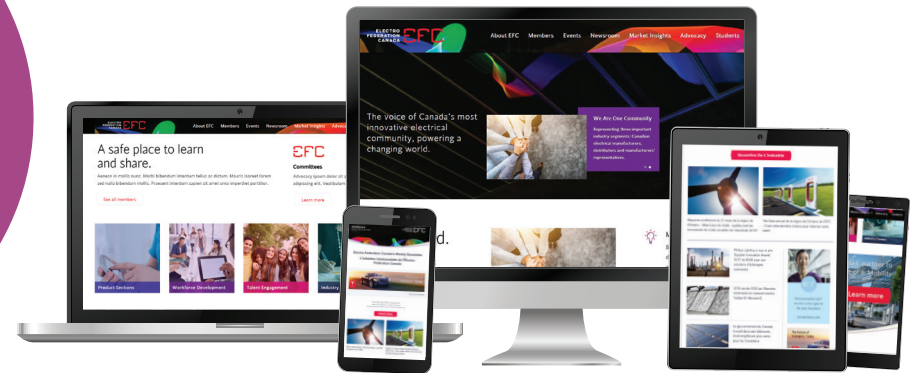
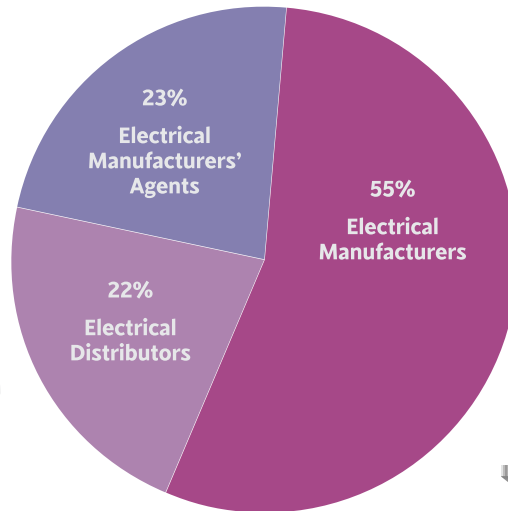
- Electro-Federation Canada offers several advertising opportunities:
- + Digital Weekly Newsletter (3,000 recipients and posted to website)
 - + Targeted Email Blasts



Who are our members?

EFC represents over 220 member companies that manufacture, distribute, market and sell a wide range of electrical products.

Visit electrofed.com/members for more information.



Questions? Contact Sandra Pedro EFC's VP, Member Engagement & Partnerships at: spedro@electrofed.com or 416-671-7938

For full details on EFC's Advertising Media Kit, visit: electrofed.com/media-kit